

**Governor's P-20 Council
Communication Committee Meeting
November 1, 2006
2:30 p.m.
Meeting Notes**

Location: 1515 E. Osborn Road, Phoenix, Arizona

P-20 Members Present: Paul Luna, Amy Besing, Dr. David Curd, Cathleen Barton, Cathy McKee, and Harry Garewal

Others: Dr. Cheri St. Arnauld

Staff: Debra Raeder and Darcy Renfro

1. Call to Order & Welcome

Chair Paul Luna called the meeting to order at 2:36 p.m., and welcomed everyone.

2. Review/Discussion:

a. Communication Tools:

- i. Assessment Survey;**
- ii. FAQs Sheet;**
- iii. Three Key Points;**
- iv. Timeline; and**
- v. Power point**

b. Input from Committee members

Staff provided the information and recommendations garnered from the last meeting into the tools discussed above for additional review and discussion by the Committee.

Staff indicated that Committee members had provided input regarding the information on communications plans; that some of the comments had been incorporated into the information being presented; that the input would be incorporated into the preparation of an RFP for a communications plan; that all of the comments would be forwarded to whomever would be awarded an RFP to develop a detailed communications plan; and that Committee members who had submitted comments were invited to share that information with the Committee.

The Committee engaged in detailed discussion on the Assessment Survey; FAQ Sheet, Three Key Pints and timeline.

Assessment Survey: The Committee made the following changes:

- The name of the Survey be changed to Communications Committee Overview.

- That “build the case for change” in the first bullet under No. 1 become its own bullet.
- That a bullet be added to address responding to those who may be critical of the effort (of alignment).

Three Key Points: After extensive discussion, the Committee reworded this sheet to read as follows:

Research is showing that all students graduating from high schools today need the same preparation whether they are workforce or college bound. This same research also shows that 21st century jobs require more knowledge and skills and nearly all require some form of postsecondary education. According to one recent poll, 88 percent of students said they would work harder if their high school demanded more of them, set higher standards and raised expectations.

- The 21st century global economy is changing the nature of work and skills necessary for students to succeed.
- The majority of well-paying jobs require more mathematics, science and technology skills and some form of post-secondary education.
- For Arizona to keep the jobs we have and attract jobs we want in the future, we must align education curriculum and standards to better meet these 21st century workforce needs.

FAQ Sheet: The Committee engaged in extensive discussion on revision of the Vision Student and finally agreed upon the following change:

Every graduating student from the freshman class of 2012 will be prepared for work and post-secondary education in the 21st Century.

The Committee’s discussion centered on whether the statement should say "every student is given the opportunity to graduate..." or "every graduating student".

The above vision garnered consensus that in order to be realistic the emphasis should be on all students who graduate will be prepared as opposed to every student will be given the opportunity to graduate.

3. Next Steps

a. Draft recommendations for Council

The Revision and all above information will be presented to the Committees for their review and input, and brought to the Council in the Committee’s recommendations.

4. Call to the Public

There were no requests from the Public to address the Committee.

5. Adjournment

There being no further business or discussion, the meeting was adjourned by the Chair at 4:00 p.m.